MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LLC 0015 – LANGUAGE AND COMMUNICATION

(All sections / groups)

14 OCTOBER 2019
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions.
3. Write all your answers in the **Answer Booklet** provided.

Instructions: Answer ALL questions. [50 marks]

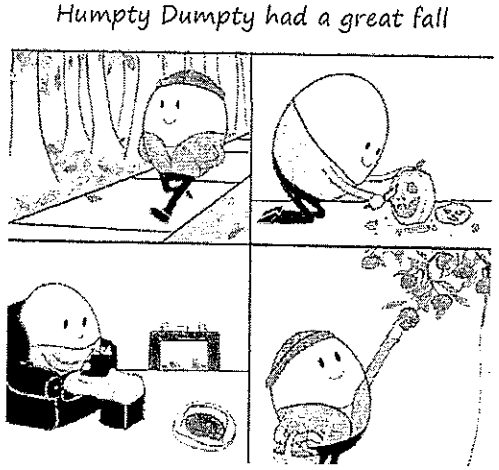
1. In linguistics, arbitrariness is one of the characteristics shared among all languages. Although sounds and meanings of most words in all languages are arbitrarily related, there are some communication systems in which the "signs" unambiguously reveal their "meanings."

   a. Explain what arbitrariness is. (2 marks)
   b. Draw and describe **four** different signs that directly show what they mean. An example is shown below: (8 marks)

This is a sign which features a no smoking symbol with a black cigarette and smoke in a crossed red prohibition circle.

2. Language ambiguity illustrates the complexity of language itself. It occurs when an expression can be interpreted in two or more possible ways. This often leads to misunderstanding and misinterpretation. At times, ambiguity is deliberately used to add humour to the text.

   a. The cartoon below depicts a line from a famous nursery rhyme, Humpty Dumpty. It illustrates a type of ambiguity in language. Explain what type it is and why the line "Humpty Dumpty had a great fall" is ambiguous.



https://www.buzzfeed.com/javiermoreno/wholesome-fall-meme

(5 marks)

   b. Consider the news headline "*Milk Drinkers Are Turning to Powder*". Explain what type of ambiguity this is and why this sentence is ambiguous.

(5 marks)

Continued...

3. Accents and dialects refer to how we speak a particular language. To a certain extent they define us as they reflect our identity. They enable listeners to form certain perceptions about us.

   a. Differentiate between language, accent and dialect. (4 marks)
   b. 'Dialect has both a geographical and social dimension.' Explain these two dimensions of dialect. (6 marks)

4. Language is one of the main vehicles for the communication system of human beings. The main organ that supports language production is the brain. There are specific structures in the brain that control and integrate different aspects of language. Damage to these structures affects our ability to use language. This is clearly evident among stroke patients.

   a. What is Aphasia? (2 marks)
   b. Explain **four** characteristics of Broca's Aphasia (4 marks)
   c. Explain **four** characteristics of Wernicke's Aphasia. (4 marks)

5. The advances in the acoustic theory of speech production and the technological developments in electronics have resulted in great progress in machine production of speech sounds. Speech synthesis allows computers to speak out loud and convey information to users. Explain **five** applications of speech synthesis in our society. Provide example for each one of them.

   (10 marks)

End of Paper